



Attorney Docket No.: 559442004400  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Mike CRISTOFALO et al.

Application No.: 09/834,500

Confirmation No.: 5803

Filed: April 12, 2001

Art Unit: 3622

For: SYSTEM AND METHOD FOR TARGETING  
OBJECT ORIENTED AUDIO AND VIDEO  
CONTENT TO USERS

Examiner: D. Lastra

**AMENDMENT UNDER 37 CFR 1.111**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**INTRODUCTORY COMMENTS**

Prior to examination of this application pursuant to the Request for Continued Examination filed concurrently herewith, and in response to the Action dated June 13, 2005, please amend this application as follows.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 14 of this paper.